

SIGN DESIGN GUIDELINES



General Commercial Sign Design

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Purpose

The purpose of these Guidelines is to promote the public health, safety and welfare, and develop a satisfactory visual appearance within the city, and will serve to establish reasonable and improved standards for business identification. They should be used to help describe the Development Code with respect to standards for Commercial signage, and the use, placement, physical dimensions, and design of all commercial signs within the city.

The intent of the Design Guidelines is to:

- Promote the objectives of the City's Vision Statement
- Assist property and business owners in understanding city expectations
- Encourage creative approaches to sign design
- Enhance overall property values and the visual environment in the city by discouraging clutter.
- Promote a high quality Commercial District by allowing signs that are compatible with their surroundings and which effectively communicate their message.
- Enhance the physical appearance of the city through a program which ensures the removal of inadequately maintained, illegal and nonconforming signs within a reasonable time period.

These Guidelines are specifically not intended to contain any recommendations about the structural integrity or safety of any sign installation. The business owner and their subcontractor must comply with all city building and safety codes, regulations, ordinances, permits and inspections relevant to the fabrication and installation of any sign.

Scope

The Design Guidelines shall apply to all properties within the Commercial District of the City of Leon Valley. All proposed signs consistent with these Guidelines shall require a Permit. Signs may not be installed or changed until approved by the Development Services Department of the City.

Many non-conforming signs will exist within the Commercial area of the city after these Design Guidelines are implemented. If a non-conforming sign is damaged or abandoned it must be brought into compliance as described in these Guidelines and the Development Code. Voluntary compliance with these Guidelines is highly encouraged for businesses with existing non-conforming signage.

Exemptions:

Certain sign types are exempt from the requirements of these Guidelines, as noted:

Traffic Control Signs

Flags of a nation, state, or political subdivision, or of a corporation.

Public Information Signs

Political signs displayed on private property in accordance with an official election or signs erected on behalf of candidates for public office

Sale, Lease, Rent: Signs used to offer for sale, lease or rent the land or buildings upon which the sign is located, provided:

1. The sign does not exceed ten (10) square feet in area.

2. The sign does not exceed six feet (6') in height from the finished floor elevation of any relevant space not more than two (2) stories from ground level.
3. No more than one such sign is displayed per street frontage per lot.
4. The sign is removed within seven (7) days of the real estate closing or lease transaction.

Religious symbols,

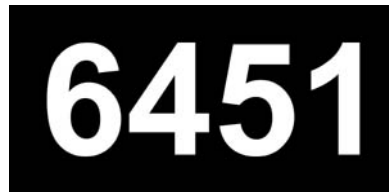
Contractor's signs, provided:

1. The sign does not exceed ten (20) square feet in area.
2. The sign does not exceed six feet (8') in height from the ground.
3. No more than one such sign is displayed per frontage per lot.
4. The sign is removed within seven (7) days of the issuance of a Certificate of Occupancy.

Window Signs

Address Signs

Every business is required to have an address number displayed. A standard format is recommended for use by all businesses: 6"-high sans-serif text (such as Arial) set on a minimum 10"-high background with high-contrast (preferably white text on a black background)
Area of address sign will not count as a commercial sign



Only the number, not the street name, should be displayed

Figure 1: Example of Recommended Address Sign format

General Provisions

Signs should be integrated into their surroundings
Signs should be designed to reflect the architectural character of the building
Signs should not obscure architectural features of the building

The following are suggestions to encourage signs that are visually attractive:

Avoid Clutter - Uncluttered signs are more legible.

Size - Ensure the sign relates to the building in size.

Typefaces - Clear easy to read type is preferable to intricate lettering. Try a maximum of 2 typefaces.

Color - Limit colors to a maximum of 2 or 3 complementary tones. Use contrast for lettering and logos to increase readability.

Neighborliness - Do not allow signage to affect the skyline or obstruct views. Avoid corporate signs with no regional context.

Target - If designing a sign primarily intended to draw pedestrian traffic, consider signs such as small projecting signs and window signs. If the sign is targeting pedestrians on the other side of the street then fascia signs and awning signs may be more appropriate.

Architectural Consistency - Compliment the buildings' architectural features. Architectural details should not be obstructed by signage. Consider improving the ambience and character of the streetscape to make it one of your store's most important assets.

Maintenance:

Signs that are built with high quality materials and are well maintained will be more legible, last longer, give a quality image to the potential shopper and enhance the streetscape. The sign must be structurally sound to avoid hazards to the public. Fasteners and cables must be checked periodically for deterioration. Maintenance includes cleaning, repainting and occasionally replacing signage.

For Definitions, please refer to Appendix “A”

Building-mounted Signs

Building mounted signs are signs that are applied or attached to a building. Within this definition, however, fall many separate types of building mounted signs, including Wall Signs, Marquee Signs, signs applied to Awnings and Canopies, Projecting Signs, and those attached to the Roof or Parapet of a building.

More detailed Guidelines follow for each Building-mounted Sign type.

Area calculations

- A sign painted on or attached to a building shall be measured by the smallest regular geometric shape not exceeding 8 sides encompassing all words and/or symbols composing the sign, including any frame background or trim.
- The total allowable sign area may be made up from a combination of sign types.

Total Sign Area is limited

- The maximum total sign area for each store front shall in no case exceed 180 sq. ft., and may be made up of a combination of Wall Signs, Marquee Signs, Awning Signs or Roof Signs, as described below.

Building-mounted Wall Signs

A Wall Sign is any sign attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall.

Wall sign shall be designed to be compatible with the storefront in scale, material, size and color. Sign areas (sign bands) should be designed into the facade of the building and be compatible with the design architecture. Wall signs should not obscure windows, grillwork, pilasters, or ornamental features of the building.

The storefront is defined as the side of a building that has display windows or a public entrance.

Number and Location

- Typically, wall signs should be centered on horizontal surfaces (i.e. over a store front opening)
- Wall signs are to be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of the wall, and not extending sideways from the building face or above the roof line of the building.
- Locate the sign on a sign band in a clearly defined sign area.
- Wall signs shall be limited to one sign per tenant store front up to three signs total

Total Sign Area is limited

- The maximum total wall sign for each tenant may not exceed 1.5 sq. ft. per linear foot for each store front.
- In no case shall a Wall Sign exceed a maximum of 180 sq. ft.

Sign length is limited

- Signs cannot be longer than 60% of the sign band or wall area where the sign is located.
- No wall sign shall be longer than 36 feet in length.

Sign height is limited

- No wall sign shall be larger than 5 feet in height.
- If a wall sign is located within 50 feet from the back of the curb of a public street the sign shall not be more than four feet in height.

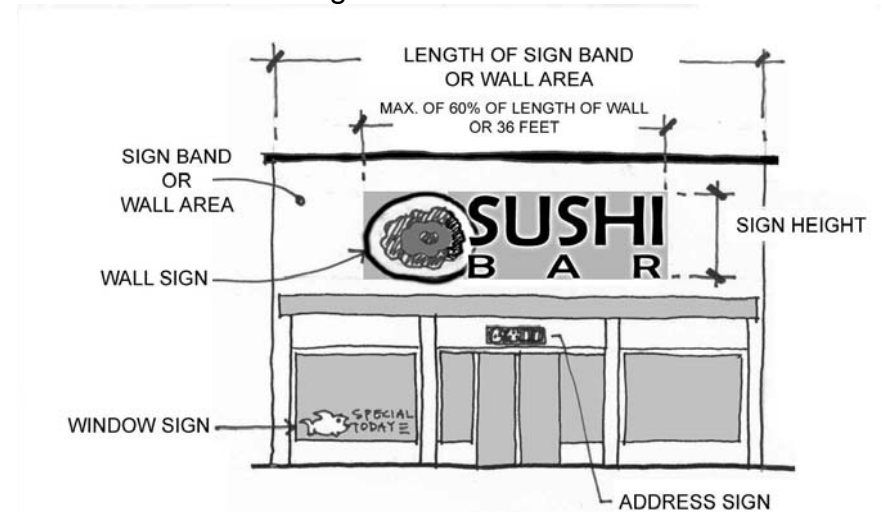


Figure 2: Wall Sign

Building-mounted Marquee Signs

Marquee signs are signs that are fabricated as a permanent roof-like structure at the entry to a building, which projects beyond the building or extends along and projects beyond the wall of the building, and which generally contains a commercial message.

Number and Location

Marquee Signs shall have the same limitations as Wall Signs with respect to area, length and height.

A property may have one (1) Marquee Sign.

Building-mounted Awning Signs & Canopy Signs

Awning signs and canopy signs are signs that are printed on, or attached to, an awning or canopy typically above a business store or window. They are included in the calculation of Building-mounted Sign area limitations.

Awnings should be mounted on the building in such a way that they project over individual windows and door openings, rather than as a single continuous feature extending over masonry piers or arches of a building.

Awnings with a solid color are preferred over striped or patterned material. Awning materials that are matte finish or metal are appropriate.

Number and Location

- Awnings and canopies must be permanently attached to buildings
- Awnings and canopies should be oriented towards pedestrians from the opposite side of the street.

Total Sign Area is limited

- Sign area or sign lettering shall comprise no more than 30% of the total exterior surface of an awning.
- Any graphic logo or text printed onto an Awning will be counted toward the total square footage of the sign area.
- Translucent internally illuminated awnings will be counted entirely as a sign and counted toward the total allowed sign area.
- Awning Sign area shall be included in the calculation of the total Building-mounted Sign area limit.

Height

- Minimum height of awnings shall be 8 feet above the ground.



Figure 3: Awning Signs

Building-mounted Roof Signs

Roof Signs are those signs erected in whole or in part upon or over the roof or parapet of a building.

Number and Location

- Roof signs shall be limited to one sign per street frontage up to three signs total
- Roof signs will be allowed in place of a wall sign

Total Sign Area is limited

- A roof sign shall not exceed 1 sq. ft. for each linear foot of street frontage not to exceed a maximum of 100 sq. ft.

Sign height is limited

- No roof sign will be permitted which extends beyond the highest point of a pitched roof, a mansard roof or a parapet line of a building.

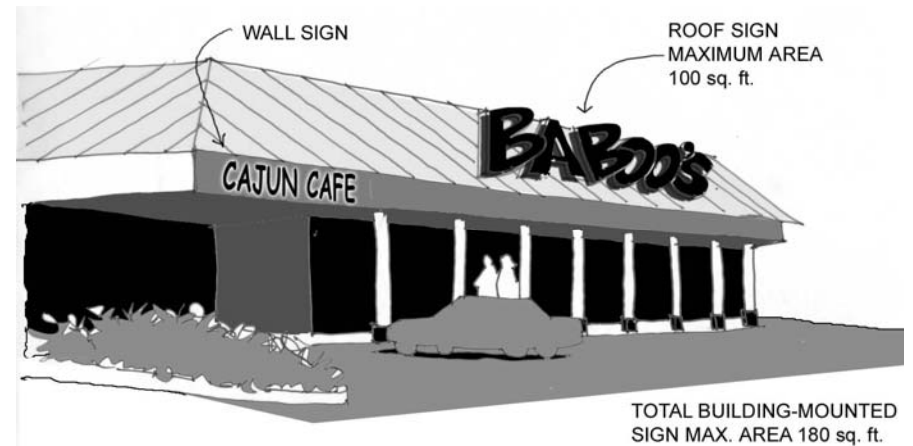


Figure 5: Roof Sign

Building-mounted Projecting Signs

Projecting Signs are mounted to the face of the building perpendicular to the face of the building, and extend more than 12 inches from the wall surface.

Projecting signs should be designed so that the support for the projecting sign is visible, mounting hardware should be attractive and an integral part of the design. Metal brackets or a more decorative mounting bracket is encouraged where appropriate to add to the character of the building.

Projecting signs offer an opportunity with careful design to reflect the character of each building and business. Projecting signs can fit comfortably with other adjacent signage in a pedestrian oriented area. Projecting signs should not be mounted above the second floor windows in multistory buildings. The design of the sign should consider visually interesting design features such as square or rectangular shapes or irregularly shaped outlines.

Number and Location

Establishment with frontage on the street may have one projecting sign per street frontage.

Total Sign Area is limited

Each projecting sign should be allowed up to an area 0.5 sq. ft. per linear foot of building frontage, not to exceed 100 sq. ft. in overall area.

Sign height is limited

Projecting signs shall not extend above the roofline of the wall on which they are mounted, or above the parapet of the building.

Projecting signs shall provide a minimum clearance of 8 feet and in vehicular areas any sign lower than 16 feet shall be labeled with the minimum clearance at the bottom of the sign.



Figure 4: Projecting Sign

Free-standing Signs

Pylon signs are a free-standing sign with visible support structures or with a support structure with a pole cover or pylon cover.

Monument Signs are a ground-mounted sign with a low overall height.

Pole signs are a free-standing sign with a visible support structure. Typically a pole supports a sign cabinet aloft. A pole sign can also be defined as a free-standing sign with two or more poles provided the poles and structure of the sign support is not encased or enclosed by a cover. Pole signs are discouraged.

Pylon Signs and Monument Signs are preferred over Pole signs.

Number and Location

- No free standing On-Premise sign shall be constructed within 100 feet of any existing free-standing On-Premise sign on the same site, or within 40 feet of a free-standing sign on a neighboring site.
- No free-standing sign, other than a Multi-tenant Sign shall occupy the same frontage as a projecting sign.
- One free-standing Sign shall be permitted on each frontage, as follows:
 - Less than 250 ft. of frontage: One sign
 - 250 ft. or more of frontage: One sign per 250 ft. of frontage when approved by a Master Sign Plan

Total Sign Area is limited

- Each face of a free standing sign may not exceeding 100 sq ft in sign area if mounted back-to-back
- In the case of irregularly shaped signs, refer to Development Code calculations of sign area

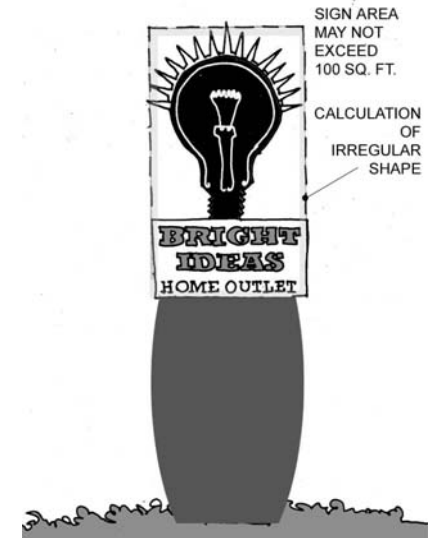


Figure 6: Free-standing Sign

Free-standing Sign Height

Sign height shall be restricted to:

- 35 feet on arterial roadways.
- 25 feet on collector roadways, and
- 50 feet on expressway frontage roads.

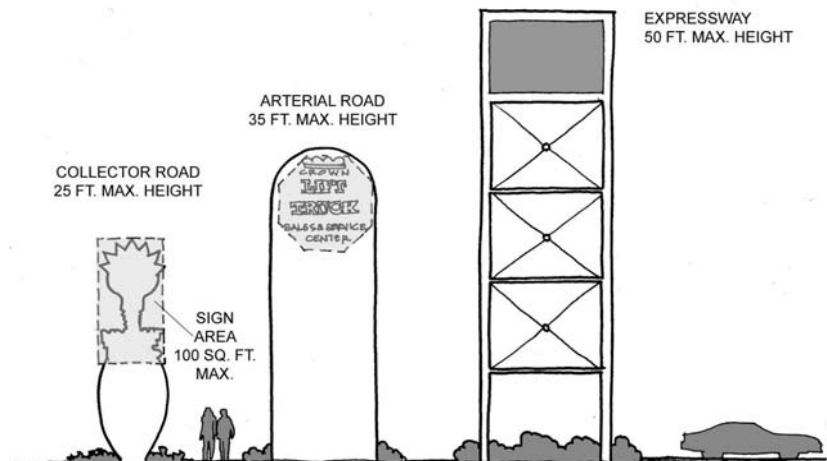


Figure 7: Sign Height Limitations

Free-standing Multi-tenant Signs

Multi-tenant Signs shall be required as part of a Master Sign Plan for properties with 4 or more tenants.

Number and Location

- No free standing Multi-tenant sign shall be constructed within 100 feet of any existing free-standing On-Premise sign on the same site, or within 40 feet of a free-standing sign on a neighboring site.
- Other limitations of Free-standing Signs, and of the Guidelines in general shall apply, within the following limitations:

In the case of shopping centers for example –

- a business within the shopping center may have one Projecting Sign and/or one other Building-mounted sign (such as a Wall Sign, Awning Sign or Roof Sign), and
- each tenant shall be allowed one identification sign on a directory signpost or multi-tenant sign.

Tenant sign area is limited

- the area of each tenant's building-mounted sign shall not exceed 1 sq. ft. for each linear foot of store frontage for the business on which it is mounted not to exceed a maximum of 100 sq. ft

Total Sign Area is limited

- Multi-tenant signs shall be limited to 250 feet of sign area.

Sign height is limited

Multi-tenant Signs height shall be restricted to:

- 35 feet on arterial roadways.
- 25 feet on collector roadways, and
- 50 feet on expressway frontage roads.

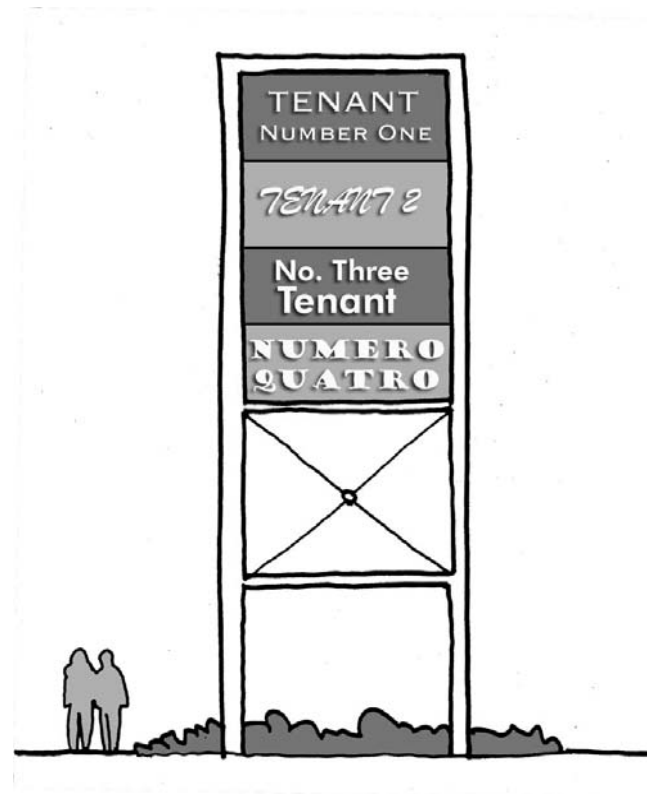


Figure 8 : Multi-tenant Sign

Landscape Buffer for Free-standing Signs

Unless an alternate method of providing traffic and pedestrian safety is approved through the Master Sign Plan, each Free-standing sign shall be placed within a landscaped area.

Planting shall be in accordance with the City's Landscape Ordinance.

Landscape Buffers for Free-standing Signs shall extend a minimum of 4 feet from the sign in each direction. Such measurements shall begin at the sign base or at the edge of any overhang within 20 feet of the ground whichever requires the greater barrier.

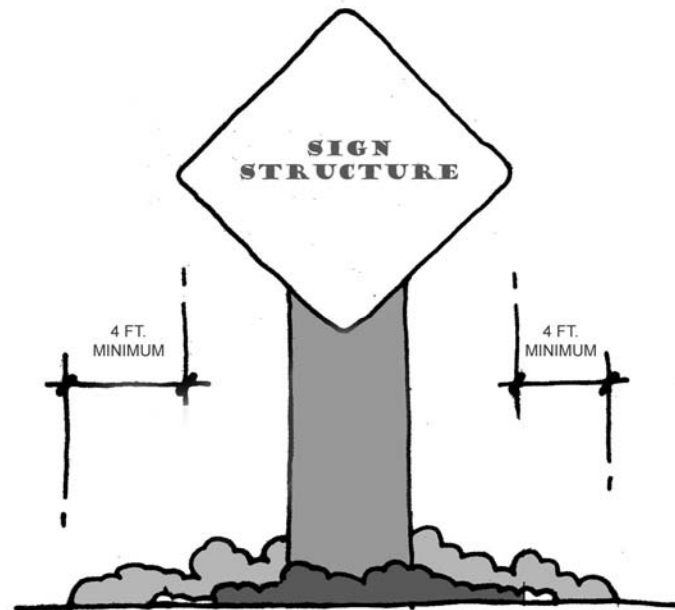


Figure 9: Landscape Buffer for Free-standing Sign

Master Sign Plans

Purpose of the Master Sign Plan

The Master Sign Plan is the device employed by city council to ensure an appropriate balance between architecture, signage and neighborhood aesthetics.

As projects grow in size, opportunities for effective signage other than as specified in the Sign Guidelines and ordinances increase. Larger setbacks and multi tenant conditions offer opportunities for better regulation of the number, size, proportion and balance of signs.

An effective Master Sign Plan should reduce visual screening of neighbor's signs and buildings

An effective Master Sign Plan should avoid clutter by providing a hierarchy of signage and will utilize central identification signage rather than multiple Free-standing signs along roadsides.

Master Sign Plans offer schematic design opportunities. By reducing clutter effective Master Sign Plans allow businesses to more readily offer goods and services. Master Sign Plans address the community's need for attractive unobtrusive architecture and commercial graphics.

A Master Sign Plan is required for each of the following uses:

1. Automobile Dealerships
2. Commercial Centers having a single tenant with 30,000 or more sq. ft.
3. Non-residential development on sites of 5 acres or larger

4. Non-residential development for developments with 4 or more-nonresidential occupants
5. Non-residential development on parcels with any one public street frontage greater than 300 lineal feet

Master Sign Plans require approval from city council.

The Master Sign Plan shall be approved if:

- a. Implementation will provide signage compatible with the surrounding development
- b. Implementation will result in architecture and graphics of a scale appropriate for the surrounding neighborhood
- c. Implementation will provide signage consistent with the architecture and site plan characteristics of the proposed development
- d. Implementation of the Master Sign Plan will result in a substantial reduction in the number and area of free standing signs associated with the project, as compared to strict compliance with the sign ordinance.

Master Sign Plans require approval from City Council.

Other Provisions

Directional Signs

Directional Signs are designed to provide directions to pedestrian and vehicular traffic. Signs directing to entrances, exits and other non business elements of a project should be exempt from the sign ordinance if they do not exceed 4 sq. ft in area.

Electronic Message Centers

Electronic Message Centers provide a variable message sign that utilizes computer generated messages or some other electronic means of changing copy.

These signs include displays using incandescent lamps light emitting diodes (LEDs) or a flipper matrix.

Electronic Message Centers will be allowed on Free-standing Signs, and will be included in the calculation of the area of Free-standing Signs

Temporary Signs

Permits are required for temporary signs.

Permits may be obtained for four non-consecutive fifteen-day periods per calendar year.

Temporary banners must be wall mounted.

Maximum size for temporary signs is 32 square feet.

A grand opening sign permit may be obtained upon opening a new business, this one time permit is valid for a thirty-day period.

Hot or cold air balloons, pennants, and flags are temporary signs, and must meet certain criteria (such as being attached to the building)

Portable signs

Portable signs are not allowed.

Any sign not permanently attached to the ground or other permanent structure, including those signs which may be transported to the site on wheels or a truck; signs constructed as or converted to an A or T-frame sign; or umbrellas used for advertising purposes. Such sign, whether or not bolted to the ground, shall nonetheless be deemed to be a "portable sign."

Prohibited signs

The following signs are prohibited:

Illuminated, highly reflective signs, beacons or spot lights which hamper the vision of motorists or bicyclists are not allowed, nor will other signs with flashing, moving, or swinging displays.

Any sign, banner or display placed on any curb, sidewalk, post, pole, hydrant, bridge, tree, or other surface located on, over, or across any public street or within a public right-of-way, (other than a government sign or permitted sign), or

Any banner, placed on stakes on a property, unless otherwise permitted. Banners shall be permitted to be attached to buildings and existing signs only.

Non-conforming signs

Minor repairs and maintenance of nonconforming signs necessary to keep a nonconforming sign for a particular use in sound condition are permitted so long as the nonconformity is not in any means increased.

If a nonconforming sign is destroyed by natural causes, it may not thereafter be repaired, reconstructed, or replaced except in conformity with all the provisions of these guidelines, and the remnants of the former sign structure shall be cleared from the land. A nonconforming sign shall be considered "destroyed" if it receives damage to an extent of more than fifty (50) percent of the sign's value immediately prior to the sign having received said damage

Discontinuance

If the business, service, product or person advertised or identified by a legally non-conforming sign ceases to be conducted at that site all signs must be brought into conformance prior to utilization by any new business, service, product or person.

If the business, service, product or person advertised or identified by a legally non-conforming sign ceases to be conducted at that site for a period exceeding 30 days without being replaced by a new business, service, product or person, the non-conforming sign shall be classified an abandoned sign and removed.

Appendix "A" -- Sign Allowance Summary

Sign Type	Placement	Maximum Number	Max. Area	Max. Length	Max. Height
Wall Sign	On wall or sign band	1 per storefront, up to 3 total	Calculated by lineal footage of storefront 180 s.f. Max. Area	60% of wall or sign band length 36 ft. Max. Length	5 ft. Max. Height, 4 ft. max within 50 ft. of street
Marquee Sign	Mounted to wall	1 per business, in place of Wall Sign	Calculated by lineal footage of storefront 160 s.f. Max. Area	30% of wall or sign band length 20 ft. Max. Length	8 ft. Max. Height,
Awning Sign	Mounted to face of building	1 per storefront, up to 3 total	Calculated toward Wall Sign area. Graphic area limited to 30% of Awning surface		
Roof Sign	Mounted to roof of building	1 per storefront, up to 3 total, in place of Wall Sign	Calculated by lineal footage of storefront 100 s.f. Max. Area		Not above high point of roof
Projecting Sign	Mounted to face of building	1 per storefront, up to 3 total	Calculated by lineal footage of storefront 100 s.f. Max. Area		
Free-standing Sign	Where no projecting Sign is used. 40 ft. from neighboring sign, and not closer than 100 ft. from another Free-standing Sign on same property, when approved by a Master Sign Plan	1 per street frontage, or 1 per 250 ft. of street frontage, when approved by a Master Sign Plan	100 s.f. Max. Area		50 ft. Max. Height on Expressway, 35 ft. Max. Height on Arterial Street, 25 ft. Max. Height on Collector Street
Multi-tenant Sign	40 ft. from any neighboring sign, and not closer than 100 ft. from another Free-standing Sign on same property, when approved by a Master Sign Plan	1 per street frontage, or 1 per 250 ft. of street frontage, when approved by a Master Sign Plan, with a maximum of 2 total per street frontage	250 s.f. Max. Area		50 ft. Max. Height on Expressway, 35 ft. Max. Height on Arterial Street, 25 ft. Max. Height on Collector Street

Building-mounted Signs are limited to a maximum of 180 square feet of area for each storefront. This will be calculated by the total area of all signs on the storefront. The maximum allowable area, height and length for each sign type is shown in the table.

Definitions

For purposes of these Guidelines and the Ordinance, the following definitions shall apply:

Abandoned Sign - A sign that no longer correctly directs or exhorts any person, advertises a bona fide business or service provided, lessor, owner, project, activity conducted, or product available on the premises where the sign is displayed.

Advertising Flag - Any commercial flag designed for or having the effect of attracting attention, promotion or advertising.

A-Frame Sign - See “Sandwich sign”.

Airborne Sign - A sign on a balloon, flag, pennant, or inflatable sign.

Animated Sign - Any sign which includes action or motion.

Awning Sign - A sign composed of cloth or canvas supported by a rigid or metal framework attached to and extending from an exterior wall or any other portion of a building utilized as protection from the rain or sun.

Banner - A temporary sign made of fabric, plastic, paper, or other light, pliable or non-rigid material, not enclosed in

a rigid frame (not including a “fabric sign” as defined herein).

Building Face or Wall - A window and wall area of a building in one plane or elevation.

Building Code – The Uniform Building Code "UBC" promulgated by the International Conference of Building Officials being whichever edition adopted or as changed by City Council periodically.

Building Sign - Any sign attached to any part of a building, as contrasted to a freestanding sign.

Canopy Sign - Any sign that is a part of or attached to an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy.

Charitable Project of Benefit - Proceeds must be for a qualified 501 C entity pursuant to the Internal Revenue Code.

Commercial Message - Any sign wording, logo or other representation that directly or indirectly names, advertises, or calls attention to a business, product, service, or other commercial activity.

Conforming sign - Signs built and maintained in accordance with the terms of this Ordinance.

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Construction Sign - A sign located on a site which announces and identifies a construction project which has been scheduled or is underway.

Copy - The wording or graphics on a sign surface.

Directional Sign - Signs used to indicate the direction to entrances, exits, parking areas, restrooms, or other non-business related facilities on the site on which the sign is located.

Directory Sign – A sign which gives the names of the businesses or individuals located in the building or complex where it is located. A directory sign shall be of unified and common material, and shall allow for a uniform size sign for each business or unit of space in the development.

Display Surface – The area made available by the sign structure for the purpose of displaying the advertising message.

Double Faced Sign - Any sign having two faces which are no more than 12 inches apart at their closest point, and which describe in internal angle between face planes extended no more than 30 degrees.

Electric Sign - Any sign containing electrical wiring, but not including illumination by an exterior light source.

Electronic Message Board – A sign on which the copy/advertising changes automatically on a lampbank or through mechanical means.

Erected - Attached, altered, built, constructed, reconstructed, enlarged or moved, and shall include the painting of wall signs.

Fabric Sign - A sign made of fabric or other non-rigid material, enclosed in a permanent frame and erected as a permanent, on-site sign for a business, service, product, or person.

Facade - The front or main part of a building facing a street.

Face of Sign - The entire area of a sign on which copy could be placed. The area of a sign which is visible from one direction as projected on a plane.

Fine Art - Sculpture, fountains, or similar objects, which have been identified as fine art by the City Manager or designated city official, and which in no way identify or advertise a product or business.

Flashing Sign - Any sign which contains an intermittent or flashing light source, or which includes the illusion or intermittent or flashing light by means of animation or an extremely mounted intermittent light source.

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Flag – A fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other similar entity.

Freestanding Sign - Any sign which is not attached to or on the walls, face or exterior of the building. Also see “Pole sign”.

Front Foot, Business - The lineal distance of the building space occupied by the particular business, measured in a straight line parallel to the street. In the event that a building fronts on two or more streets, the property owner shall be given the option of selecting one street frontage for the purpose of computing allowable sign area. Where a business does not parallel a street, the front foot shall be measured along the exterior side of the building space occupied by a particular business and which is considered by the business and the general public to be the front of the business.

Front Foot, Property - Each foot, or major portion thereof, measured along the public right of way where the subject property abuts said right of way.

Grand Opening - The initial opening of an entirely new business.

Ground Level - The immediate surrounding grade.

Height of Sign - The vertical distance measured from the surrounding grade to the highest point on the sign or sign structure.

High Rise Building - A structure of more than six (6) stories in height.

Illegal Sign - Any sign not legally permitted prior to or after the adoption of this chapter.

Illuminated Sign - Any sign that uses artificial light, either internal or external to the sign faces, to draw attention to the sign or otherwise increase its visibility.

Indirect Lighting - A light source separated from the surface and illuminating the sign surface by means of spotlights or similar fixtures.

Instructional Sign is a sign conveying non-advertising information relating to the use of the premises, including such signs as “No Parking”, “No Trespassing”, and “No Skateboarding”.

Internally Illuminated Signs - Signs which use artificial light from behind the sign face to increase its visibility.

Joint Directory - A sign which consists of a composite of several individual signs identifying the businesses located in a commercial or office complex.

Legally Non-Conforming - Signs existing on the effective date of the adoption of this Ordinance which are not in conformance with the Ordinance but which are registered with the Community Development Department, shall be categorized as legally non-conforming

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Logo - A letter, character, or symbol used to represent a person, corporation or business enterprise.

Lot - A parcel, tract, plot or area of land accessible by means of a street or other permanently reserved principal means of access. It may be a single parcel separately described in a deed or plat, or it may include parts of or a combination of such parcels when adjacent to one another and used as a whole.

Marquee - Any permanent roof-like structure at the entry to a building, which projects beyond the building or extends along and projects beyond the wall of the building, and which generally contains a commercial message(s), and is designed to provide protection from the weather.

Membership Sign - Any sign identifying affiliation with a travel club, business association, credit card company, or professional association.

Menu Board – A sign placed so as to be viewed from a drive-through lane and containing a listing of products and prices offered by the business. A menu board may include a mechanism for ordering products while viewing the sign.

Multi-pole, Single-pole Sign - A sign whose only structural support consists of exposed poles, posts, beams, or other devices mounted in the ground.

Noncombustible - As applied to building construction material, means a material which, in the form in which it is used, is either one of the following:

Material of which no part will ignite and burn when subjected to fire. Any material conforming to Uniform Building Code Standards for non-combustible materials, shall be considered noncombustible within the meaning of this section.

Material having a structural base of noncombustible material as defined in 49.(a) above, with a surfacing material not over 1/8 inch thick which has a flame-spread rating of 50 or less.

"Noncombustible" does not apply to surface finish materials. Materials required to be noncombustible for reduced clearances to flues, heating appliances, or other sources of high temperature shall refer to material conforming to 49.(a) above. No material shall be classed as noncombustible which is subject to increase in combustibility or flame-spread rating beyond the limits herein established, through the effects of age, moisture, or other atmospheric condition.

Flame-spread rating as used herein refers to rating obtained according to tests conducted as specified in UBC Standards.

Official Sign - Any sign erected by or at the direction of any governmental body.

SIGN DESIGN GUIDELINES

Off-Premise Sign - Any sign other than an on-premise sign.

On-Premise Sign - signs that identify or advertise only goods, services, facilities, events or attractions available on the premises where the sign is located.

Outparcel - Lots platted or leased along the periphery of a shopping center project which are intended to be occupied by a single user. Typically, such lots are less than two acres in area; are subordinate in size to the parcel which contains a multi-tenant shopping center building; and share access, utilities, drainage, parking and open space with the parcel containing the anchor tenant.

Owner - A person recorded as such on official records and including duly authorized agent, notary, purchaser, lessee, devisee, or judiciary; anyone having a vested or contingent interest in the property or business in question.

Painted Wall Sign - A sign painted on any outside wall or roof of any building.

Parapet - The extension of the main walls of a building above the roof level.

Pennant – Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

Person - Any association, company, corporation, firm, organization, or partnership, singular or plural, of any kind.

Pole Sign - Any sign supported by poles, uprights, or braces, which are not concealed in an enclosed base, but are permanently placed on or in the ground and wholly independent of any building for support, either single or double faced.

Political Sign - Any sign which is designated to influence the action of voters for the passage or defeat of a measure or candidate appearing in the ballot in connection with any national, state or local election.

Portable Sign - Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to a- or t-frames; menu board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way.

Premises - The lot or lots, plots, portions or parcels of land considered a unit for a single development or activity.

Projecting Sign – A wall-mounted sign which projects from the face of a structure.

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Public Information Sign - Any sign or banner which is intended to identify community, civic and social events, special events, facilities, no-trespassing areas and is not a commercial sign or official sign as defined herein.

Reader Board – A sign designed to accommodate changeable copy including, but not limited to, individual letters and numbers that can be removed and replaced by hand.

Real Estate Sign - A temporary sign designating that the premises upon which it is erected is for sale, rent, or lease or that an open house is being held on the day on which the sign is displayed.

Reflective Surface - any material or devise which has the effect of intensifying reflected light, including but not limited to scotch light, day glow, glass beads and luminous paint.

Required Signs - Any sign required by law for the protection of the general health, safety and welfare of the public.

Residential Sign – Any sign located in a district zoned for residential use(s) that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located.

Roof Line - The highest point of the coping on a flat roof, false mansard, or parapet wall; the deckline of a true mansard roof; the ridgeline between the upper and lower

slopes of a gambrel roof; or the mean height level between the eaves and the ridge of a gable or hip roof.

Roof Sign – Any sign erected on or over the roof of a building.

Sandwich Sign - Any two-sided, self-supporting portable sign.

Shall/May – Shall is mandatory. May is permissive.

Sign - Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

Sign Area - The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself. The area shall be determined using the largest sign area or silhouette visible at any one time from any one point that is off-site.

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The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.

Free standing letters or cut letters used as a sign area is 90% of the area enclosed within the smallest regular geometric figure needed to encompass completely all letters, insignias, or symbols of the sign, including horizontal spacing between letters, logos, and trademarks, except as otherwise provided herein.

Signs other than free standing letters, words, insignias, or symbols; the area is the total area of the facing, or the total area within the outer edge of any existing border of the sign.

In every event, computation of allowable sign area includes all existing signs on the premises, whether those signs are conforming or nonconforming.

Sign Structure - The sign and all parts associated with its construction.

Snipe/Parasite Sign - a sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, utility poles, stakes, or fences or two other objects, and whose message is not associated with the premises

upon which such sign is located; any unpermitted sign which is attached to another sign.

Structure - That which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts joined together in some definite manner.

Subdivision Identification/Permanent Multi-Family Sign - A sign which designates the name of a project, subdivision, or other residential district, and which is located at or in close proximity to the main entrance.

Suspended Sign – A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

Temporary Sign - Any sign, banner, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames and not permanently mounted.

Traffic Control Sign - A permitted sign for the purpose of identifying parking areas and directing the flow of traffic on private property.

Uniform Building Code (UBC) Standards (see Building Code).

Wall Sign - Any sign attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall.

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Window Sign - Any sign painted, drawn, or otherwise affixed to the inside of an exterior window or glass door of a commercial or office building.

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